

Message Text

UNCLASSIFIED

PAGE 01 KUALA 01379 180101Z

72

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 /018 W

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R 170927Z MAR 75

FM AMEMBASSY KUALA LUMPUR

TO SECSTATE WASHDC 9275

UNCLAS KUALA LUMPUR 1379

E.O. 11652: N/A

TAGS: BEXP BTRA XX MY

SUBJ: COMMERCIAL PROGRAMS: FOREIGN BUYER PROGRAM - SELECTION
OF U.S. TRADE SHOWS FOR FY 1976

REF: STATE A-517, STATE 038624

1. IN RESPONSE REFTEL, STATE 038624, EMBASSY HAS IDENTIFIED
FOLLOWING SHOW EVENTS AS HAVING HIGH INTEREST TO MALAYSIAN
BUSINESS COMMUNITY.

1. 6TH ANNUAL NATIONAL BUILDING SHOW - OCTOBER 21-23.
2. INTERNATIONAL ENERGY ENGINEERING EXPOSITION AND CONGRESS
- NOVEMBER 3-6, 1975.
3. INTERNATIONAL HOTEL & MOTEL EDUCATIONAL EXPOSITION
- NOVEMBER 10-13, 1975.
4. NATIONAL EXPOSITION FOR FOOD PROCESSORS - JANUARY 18-21.
5. ELECTRO '76 (COMBINES IEEE/INTERCON AND HEREM) - MAY 2-5.
6. INTERNATIONAL PETROLEUM EXPOSITION (IPE - ENERGY '76)
- MAY 17-22.

2. EMBASSY, IN COOPERATION WITH USIS, WOULD UNDERTAKE PLANNED
DIRECT MAIL CAMPAIGNS AND PRESS RELEASES. IN ADDITION, EMBASSY
WOULD ANNOUNCE SELECTED TRADE EVENTS IN ITS QUARTERLY COMMERCIAL
NEWSLETTER WHICH HAS WIDE CIRCULATION IN MALAYSIA.

3. EMBASSY REQUIRES 100 SETS OS PROMOTION BROCHURES (IN ENGLISH)
OF EACH TRADE SHOW AS AND WHEN AVAILABLE.
UNDERHILL

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NNN

Message Attributes

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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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